



Review Paper

Impact of Pradhan Mantri Bhartiya Janaushadhi Pariyojana Scheme -A review

V. Sankar*, K. Sameeha, B. Pooja Shri, A. Rasitha Safrin, M. Mansura Ashika, R. Subash and S. Akilandeswari
Srinivasan College of Pharmaceutical Sciences, Samayapuram, Trichy, India
sankarvembu@gmail.com

Available online at: www.isca.in, www.isca.me

Received 13th July 2023, revised 20th August 2023, accepted 10th September 2023

Abstract

With the support of the Central Public Sector Undertakings (CPSUs) and Indian Drugs and Pharmaceuticals Limited (IDPL), the Department of Pharmaceuticals of the Ministry of Chemicals and Fertilizers launched the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) campaign to provide the general public with high-quality medications at reasonable costs. PMBJP stores have been established to offer generic medications, which are less expensive yet have the same quality and effectiveness as more expensive branded medications. All people can purchase medications at "Jan Aushadhi Medical Store" at reasonable costs, especially the impoverished. This is done to decrease unexpected healthcare costs and increase knowledge about generic drugs among the general public. Generate demand for generic pharmaceuticals by utilising medical experts. Show people that outstanding quality does not always come at a high price by fostering knowledge and awareness. Provide all of the commonly used generic drugs that cover all therapeutic areas. The programme was created to ensure that patients have access to effective pharmaceuticals and to boost the supply of high-quality generic medications in order to expand coverage, reduce out-of-pocket medication expenditures, and revise the cost of treatment as a unit per person. Raise awareness of generic pharmaceuticals through education and publicity to guarantee that quality isn't solely connected with high prices.

Keywords: PMBJP scheme, generic medicines, affordable price.

Introduction

The Department of Pharmaceuticals of the Ministry of Chemicals and Fertilizers launched the Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) campaign to provide the general public with high-quality medications at affordable prices, with the assistance of the Central Public Sector Undertakings (CPSUs) and Indian Drugs and Pharmaceuticals Limited (IDPL). Generic drugs, which are less expensive but have the same quality and effectiveness as more expensive branded drugs, are available at PMBJP stores. All customers, especially the poor, can buy medications at "Jan Aushadhi Medical Store" for fair prices. This is done to reduce unforeseen medical expenses and improve public awareness of generic medications¹⁻⁴. Even though timely information on and access to medication could prevent up to one-third of deaths, India ranks a pitiful 145th in the world for the quality and accessibility of health care⁵. To lower out-of-pocket healthcare costs, making pharmaceuticals affordable for all people, especially the poor and disadvantaged, through upscale stores called "Jan Aushadhi Medical Store"⁶. In September 2015, the "Jan Aushadhi Scheme" became the "Pradhan Mantri Jan Aushadhi Yojana" (PMJAY). In order to give the program additional momentum, it was once more relaunched as the "Pradhan Mantri Bhartiya Janaushadhi Pariyojana" (PMBJP) in November 2016. The Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP)

project was launched by the Department of Pharmaceuticals to provide the general population with high-quality drugs at affordable prices. Generic drugs, which are less expensive but have the same quality and effectiveness as more expensive branded drugs, are available at PMBJP stores⁶.

Pradhan Mantri Jan Aushadhi Yojana

Providing all people, especially the poor and disadvantaged, with high-quality medicines at reasonable prices through exclusive stores like "Jan Aushadhi Medical Store" in order to lower out-of-pocket healthcare costs. The "Pradhan Mantri Jan Aushadhi Yojana" replaced the "Jan Aushadhi Scheme" in September 2015. (PMJAY). The programme was once more rebranded as "Pradhan Mantri Bhartiya Janaushadhi Pariyojana" in November 2016 to give it more momentum (PMBJP). The Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) project was started by the Department of Pharmaceuticals to offer the general public high-quality medications at reasonable costs. To provide generic medications that are equally effective and available for less money than pricey branded medications, PMBJP stores have been established⁶.

The scheme's vision: To reduce the cost of healthcare for each Indian citizen by offering high-quality generic medications at reasonable costs⁶.

The scheme's mission: Raise public awareness about generic medications. By using medical professionals, generate demand for generic medications. By promoting education and awareness, show people that great quality does not always come at a premium price. Offer all of the widely used generic medications that cover all of the therapeutic categories. Provide all associated medical supplies as part of the programme⁷.

Benefits of the Jan Aushadhi campaign: Jan Aushadhi would provide access to quality drugs at affordable prices through specialised shops that offer generic drugs, which are affordable but of the same quality and effectiveness as expensive branded drugs.

The programme would: i. Encourage people to learn more about affordable prescription drugs. ii. Encourage public and private partnerships to offer unbranded, high quality generic drugs at affordable prices. iii. Encourage the use of generic drugs by doctors, particularly those working at public hospitals. iv. Encourage substantial health care cost savings, especially for poor patients and patients with chronic conditions that require long-term prescription use⁸.

Salient features: i. Ensure that patients have access to effective medications, ii. Increase the availability of high-quality generic medications to expand coverage, lower out-of-pocket costs for medications, and reevaluate the cost of treatment as a unit per person. iii. To ensure that quality isn't just associated with expensive price, raise awareness of generic medications through education and publicity. iv. This public initiative would involve government, public sector undertakings (PSUs), the private sector, non-governmental organizations (NGOs), societies, cooperatives, and other institutions. v. This public initiative would increase the demand for generic medications by increasing access to affordable therapy and making it widely available across all therapeutic categories.

Implementation: On the 25th of November, 2008, the Department of Chemicals & Fertilisers (MCD) of the Ministry of Pharmaceuticals (Pharmaceuticals) opened the first of the 'Jan Aushadhi' Campaign with the help of CPSUs BPC, IDPL, and HAL. Now that the campaign is entering its ambitious phase, over 45 outlets are expected to open in the near future. In February 2009, one store was opened for each of the following cities in Punjab: Mohali, Bhatinda, Panchkula, Jalandhar, Faridabad⁹. A few months later, additional stores were opened for Panchkula & Faridabad. These stores will serve the people of Delhi, Rajasthan, Maharashtra, Haryana, Bihar, Uttar Pradesh, Assam, Chattisgarh. When presenting the budget for the financial year 2016-17, the Hon'ble Minister of Finance highlighted PMJAY^{10,11}.

Jan Aushadi Sugam APP

The mobile application "Jan Aushadhi Sugam" was launched in August 2019 by Union Minister for Chemicals and Fertilisers,

Shri D.V. Sadananda Gowda¹². Development of such applications has made it easier for the people to reach nearby Jan Aushadhi Kendra and purchase generic medicines at affordable prices¹³. This app has been developed by Bureau of Pharma PSUs of India (BPPI)¹⁴.

Janaushadhi Sugam" mobile application serves the following options – i. To identify and locate nearby Janaushadhi Kendra, ii. Provides direction guidance for location of the Janaushadhi Kendra through Google Map, iii. Search the available generic medicines, iv. Analyse the product by comparing the MRP of Generic vs Branded medicine and determine the overall Savings, etc.^{15,16}.

The mobile app is accessible on both the iOS and Android operating systems. Users can get it for free by downloading it from the Apple Store and Google Play Store¹⁷.

Impact of PMBJP: i. The Prime Minister's Bharatiya Janata Party (PMBJP) made a profit of Rs 433.61 crore in the 2019-20 fiscal year (at market price). ii. This means that the people of the country have saved around Rs. 2500 crores due to the fact that these pharmaceuticals are 50-90% cheaper than the usual market prices⁸. iii. Additionally, in the 2020-21 fiscal year, the PMBJP made a sale of Rs. 666.83 crore, which means that people saved around Rs. 4,000 crore compared to purchasing branded drugs. iv. Finally, in the 2021-22 fiscal year, PMBI's sales of Rs. 600 crore helped people save around Rs. 6,000 crore^{10,18}.

Distribution of Jan Aushadi Kendras

In the annex, you will find a list of the total number of 8,689 Prime Minister Job Creation (PMBJK) sites that have opened as of 28 February 2022, serving each district. The government aims to have 10,500 Prime Minister Job Creation sites by March 2025, and 9,300 Prime Minister Job Creation Sites (PMBs) across the country by 2022 to 2023¹⁹.

Success rate and its current status

Under this scheme, about 6300 Jan Aushadhi Pariyojana were set up in 2015. The number of these Kendras is increasing day by day. In just 5 years, the revenue generated from reasonably priced generic medicines rose by 5,500%. The scheme's revenue in 2015-16 was Rs 12 crore and in 2016-17 it rose to Rs 33 crore. The revenue in 2017-18 was Rs 140 crore, in 2018-19 it was Rs 315 crore, and in 2019-20 it was Rs 433 crore. In 2020-21, the scheme's turnover was Rs 665,83 crore.

The number of Kendras operating under the programme followed a similar pattern, with a rise from 240 in 2015 to 960 in the following year, followed by 3,193 Kendras in 2016 and 5,056 Kendras in 2017 and 6,306 Kendras in 2018 and 7,557 Kendras in 2020 and 2021 respectively²⁰. Currently, 9655 Kendras have been established till 29.07.2023 under the scheme all over India²¹.

Table-1: Distribution of PMBJKs.

Name of the state /union territory	Number of PMBJK
Andaman and Nicobar	9
Andhra Pradesh	168
Arunachal Pradesh	28
Assam	89
Bihar	286
Chandigarh	7
Chattisgarh	241
Delhi	383
Goa	10
Gujarat	522
Haryana	239
Himachal Pradesh	64
Jammu and Kashmir	126
Jharkhand	78
Karnataka	967
Kerala	986
Ladakh	2
Madhya Pradesh	244
Maharashtra	630
Manipur	35
Meghalaya	15
Mizoram	22
Nagaland	16
Odisha	354
Puducherry	19
Punjab	306
Rajasthan	143
Sikkim	3
Tamil Nadu	869
Telangana	163
Tripura	24
Uttar Pradesh	1193
Uttarakhand	217
West Bengal	194
DNH and D&D	37

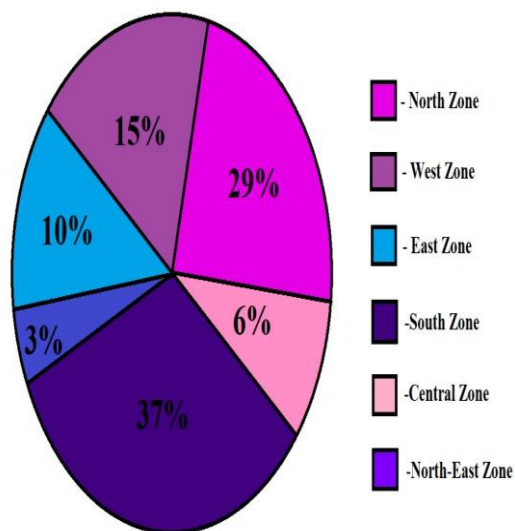


Figure-1: Distribution of PMBJP Kendra's.

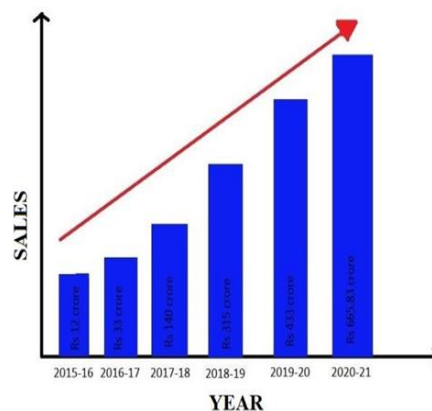


Figure-2: Shows the Growth in Sales.

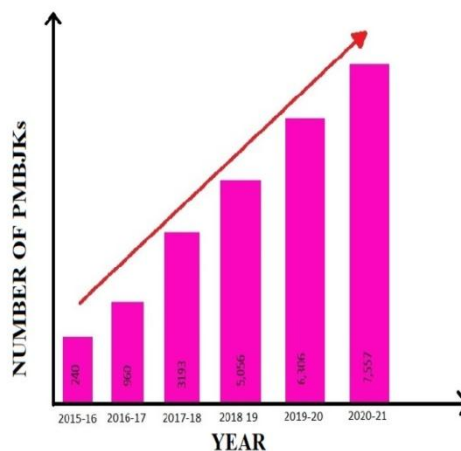


Figure-3: Shows Growth of number of PMBJP Kendras.

Outcome: Through the PMBJP Programme, generic drugs have gained widespread acceptance among the general public. Unbranded, top-quality generic drugs are now available at affordable prices across the country. By creating public-private partnerships (PPPs), they are able to achieve this. Many lives have been saved in the process.

It encourages doctors to prescribe generic drugs, especially in government hospitals, resulting in substantial savings in healthcare costs, especially for poor patients and patients with chronic conditions that require long-term drug use.

Conclusion

PMBJP has also had a positive impact on quality of care. Generic medicines are manufactured to the same standards as branded drugs, and they are just as effective. This means that patients can be assured that they are receiving the same quality of care, regardless of the cost of their medication. In addition, PMBJP has created jobs and opportunities for small businesses. The scheme has led to the opening of thousands of new Jan Aushadhi Kendras (Jan Aushadhi Stores), which provide employment for pharmacists, sales representatives, and other staff. This has helped to boost the economy and create opportunities for people from all backgrounds. Overall, PMBJP has been a successful initiative that has had a positive impact on healthcare in India. The scheme has reduced out-of-pocket healthcare costs, improved access to quality care, and created jobs and opportunities.

By implementing these following recommendations, PMBJP can continue to make a positive impact on healthcare in India. i. Expand the product range to include more therapeutic categories. Currently, PMBJP offers a limited range of medicines, which can restrict access to care for people with certain conditions. Expanding the product range would make it easier for people to find the medicines they need. ii. Increase awareness of the scheme. Many people are still unaware of PMBJP, which can limit its impact. The government should take steps to increase awareness of the scheme through public education campaigns and other initiatives. iii. Improve the quality control process. The government should ensure that all generic medicines sold under PMBJP meet the highest quality standards. This would help to build trust in the scheme and encourage more people to use it.

References

1. FDA (2023). Generic Drugs. <https://www.fda.gov/drugs/generic-drugs>, 28 April 2023.
2. Accessible meds (2023). Generic Medicines. <https://accessiblemeds.org/generic-medicines>, 29 April 2023.
3. EMA (2023). Glossary Generic Medicine. <https://www.ema.europa.eu/en/glossary/generic-medicine>, 2 May 2023.
4. Pharameasy blog (2023). Benefits of Generic-Medicines You Must Know. <https://pharameasy.in/blog/benefits-of-generic-medicines-you-must-know>, 2 may 2023.
5. Bhargava, A., & Kalantri, S. P. (2013). The crisis in access to essential medicines in India: key issues which call for action. *Indian J Med Ethics*, 10(2), 86-95.
6. GoI. (2023). Pradhan Mantra Bhartiya Janaushadhi Pariyojana. <https://www.india.gov.in/spotlight/pradhan-mantri-bhartiya-janaushadhi-pariyojana> 3 may 2023
7. Orubu, E. S., Robert, F. O., Samuel, M., & Megbule, D. (2019). Access to essential cardiovascular medicines for children: a pilot study of availability, price and affordability in Nigeria. *Health Policy and Planning*, 34 (Supplement_3), iii20-iii26.
8. Bhargava, A., & Kalantri, S. P. (2013). The crisis in access to essential medicines in India: key issues which call for action. *Indian J Med Ethics*, 10(2), 86-95.
9. National Health Systems Resource Centre (2019). National health accounts estimates for India (2016-17).
10. Yazici, E., Cilli, A. S., Yazici, A. B., Baysan, H., Ince, M., Bosgelmez, S., ... & Erol, A. (2017). Antipsychotic use pattern in schizophrenia outpatients: correlates of polypharmacy. *Clinical practice and epidemiology in mental health: CP & EMH*, 13, 92.
11. Insight son India (2023). Pradhan Mantri Jan Aushadhi Yojana. <https://www.insightsonindia.com/2021/10/08/pradhan-mantri-jan-aushadhi-yojana>, 5 may 2023
12. Mantri, N., Joshi, N. K., Bhardwaj, P., Manda, B., Joshi, V., Singh, K., & Passi, R. (2022). Assessment of e-aushadhi program (drug inventory e-health initiative in Rajasthan) using benefit evaluation framework. *Journal of Family Medicine and Primary Care*, 11(5), 2038.
13. Alexopoulos, G. S., Streim, J., Carpenter, D., & Docherty, J. P. (2004). Using antipsychotic agents in older patients. *The Journal of clinical psychiatry*, 65, 5-99.
14. Pillarella, J., Higashi, A., Alexander, G. C., & Conti, R. (2012). Trends in use of second-generation antipsychotics for treatment of bipolar disorder in the United States, 1998-2009. *Psychiatric services*, 63(1), 83-86.
15. Government of India (2023). NPPA has fixed ceiling prices of 355 medicines. Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers. 2021. 25 May 2023.
16. Drishtiiias (2024). Janaushadhi Sugam Mobile App. <https://www.drishtiiias.com/daily-updates/daily-news-analysis/janaushadhi-sugam-mobile-app>, 1 June 2023
17. Polsky, D., Doshi, J. A., Bauer, M. S., & Glick, H. A. (2006). Clinical trial-based cost-effectiveness analyses of antipsychotic use. *American Journal of Psychiatry*, 163(12), 2047-2056.

18. Economic Times (2023). Jan aushadhi ugam app review - fast responsive in good option for purchasing medicines at affordable Prices. <https://economictimes.indiatimes.com/magazines/panache/jan-aushadhi-sugam-app-review-fast-responsive-ui-good-option-for-purchasing-medicines-at-affordable-prices/articleshow/75503302.cms?from=mdr>, 1 June 2023
19. Puvvada, R. K., Gupta, S., Tang, C. Y., Althubyani, A. N., Jois, M., Higgs, P., ... & Thomas, J. (2021). Factors affecting self-medication practices among people living with type 2 diabetes in India-A systematic review. *Metabolism Open*, 9, 100073.
20. Roy, V., Singhal, S., Tayal, H., & Dubey, A. P. (2021). Availability of pediatric formulations in public health care system in India: a case study. *The Indian Journal of Pediatrics*, 88, 227-234.